

Bruce Turkel

Bruce has helped create some of the world's most compelling brands, including Hasbro, Nike, American Express, Charles Schwab, Citicorp, Discovery Networks, Bacardi, Sol Melia Hotels, Partnership for a Drug-Free America, HBO Latin America, Canyon Ranch, Miami, and many more. He is a keynote speaker, author, musician, artist, and runner who tours extensively.

Perhaps you've seen Bruce on TV. He is a frequent guest expert on the national news and appears regularly on CNN, CBS, MSNBC, CCTV (Chinese Television) and NPR.

Perhaps you've read about Bruce. He has been featured in *The New York Times*, *Fast Company*, *Communication Arts*, *AdWeek*, and *Speaker* magazines.

Perhaps you've heard Bruce speak. He has spoken at MIT, Harvard, TEDx, and hundreds of corporate and industry conferences around the world. In 2017 the National Speakers Association inducted Bruce into their Speaker Hall of Fame.

Perhaps you've read one of Bruce's six books. His latest *Is That All There Is?* was just released. And his last book, *All About Them*, was chosen as one of *Forbes Magazine's* best business books of 2016.

Perhaps you've heard Bruce playing his harmonica. Bruce fronts the popular Miami R&B band Blackstar.

Perhaps you've seen Bruce's artwork. Bruce is an incessant doodler and is famous for his caricatures of the local and national business leaders he's worked with.

Perhaps you passed Bruce in your last marathon. He is a dedicated — but slow — runner.

Meet Bruce Turkel. He is about to share some of his simple yet proven powerful brand building techniques with you.